

## Microsoft Navision improves customer satisfaction and business efficiency for Signity Thailand

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Signity Thailand is the regional office of the world's largest distributor of exact-cut gemstones. It wanted a single ERP system that was scalable for world-wide use and was able to be customised for its unique industry needs. Signity selected Microsoft Navision as its ERP solution because it met all of these requirements. After a rapid implementation, Signity offices world-wide are able to see every location's inventory and hence improve customer satisfaction by bringing in product from other sites. Other benefits include fast, accurate and consistent reports and a significant reduction in data-entry time.

Signity, founded in 1999, is a joint venture of D. Swarovski & Co. in Austria and Golay Buchel in Switzerland. It is the world's largest distributor of exact-cut gemstones and has over 200 years of combined experience in the science of precision stone-cutting. At least 95% of the millions of gems it sells each year are cut and polished in its own factories using sophisticated proprietary technology that allows it to set and maintain the world's strictest standards for proportion, polish, size, and shape.

Based in Horgen, Switzerland, Signity employs a total of 130 skilled professionals worldwide and its office in Bangkok, Thailand supports its many customers around South-East Asia who are mostly jewelry designers and manufacturers.

As the company expanded, its Information Technology requirements outpaced its current systems. Various functions within the company were using disparate systems and their world-wide offices needed on-line access to availability and inventory location.

### *A world-wide standard drives business efficiency*

Joseph Huber, Group Information Officer, Signity AG, Switzerland said "In order to run our business more efficiently and provide a better and more responsive service to our customers, we decided to implement standardized IT systems and applications." In sum, Signity needed full ERP functionality together with some specialized functions relevant to the jewelry industry such as multiple units of measures (karats and grams) and the management of stones must meet international gemological standards for stone characteristics, material, cuts, colors and grades. Additional, as a global company, the solution must support specific add-ons or software modifications to fulfill world-wide government and local requirements.

Signity headquarters in Switzerland evaluated a number of alternative ERP solutions before deciding on Microsoft Business Solutions—Navision in the summer of 2002.

Microsoft Navision was selected because it is easy to customize and so fits very well with international roll-outs. It is scalable and so is cost-effective in both large and small sites. It is user friendly, and is fully integrated with other Microsoft products which are used by Signity on a daily basis. Finally, Microsoft Navision is able to provide the necessary business analysis reports instantly without using other third-party applications.



## Customer Solution

### Customer Profile:

Signity, based in Switzerland, is the world's largest distributor of exact-cut gemstones. Its operation in Thailand is responsible for managing sales and keeping inventory to support its many jewelry dealers in South East Asia.

### Business Situation:

Signity had been using many disparate and separate applications to manage the business. It needed a single ERP system that was scalable for world-wide use and was able to be customised both for its unique industry and the requirements of world-wide operations.

### Solution:

Microsoft® Business Solutions—Navision®

- General Ledger
- Responsibility Centre
- Advanced Dimensions
- Sales and Receivables
- Purchasing and Payables
- Inventory

### Benefits:

- Real-time views of world-wide inventory
- Accurate and standardized management reports
- Data-entry reduced by 20%

### Software and Services:

- Microsoft Server 2000

### Hardware:

- Compaq Server

### Users:

- 25 Concurrent Users

### Microsoft Certified Business Solutions Partner

NaviWorld (Thailand) Co. Ltd.  
www.naviworld.com

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## Rapid implementation in Thailand

Once the go-ahead was given, Signity began work on the core features including their industry needs, as well as automatic inventory management control between the HQ in Switzerland and worldwide locations.

In Thailand, Microsoft Certified Business Solutions Partner, NaviWorld (Thailand) Co. Ltd. was selected to implement the major South-East Asian location in Bangkok.

Mrs. Gilda Maria Aaen, NaviWorld's Director said "NaviWorld has been a Microsoft Navision partner for over 5 years and we have developed substantial product knowledge at all levels combined with deep know-how in various industries including jewelry, textile, furniture and automotive. Thai businesses have some special requirements such as advance withholding tax and NI (Negotiable instruments) that address cash flow management and post-dated cheques. NI is unique for the Thai market because the automatic calculation of the WHT has been already integrated with all the payments both on the sales and purchase side. Only NaviWorld has integrated these functions into Microsoft Navision and has already been approved by the Thai Revenue Department."

Specifying and implementing the features were performed rapidly over the next three months and Signity Thailand went live on-schedule on January 1, 2003.

## Tangible benefits within weeks

Accurate and timely inventory management is key to both customer service and business efficiency. With Microsoft Navision, world-wide inventory is on-line and continually and automatically updated between head-quarters and branches. Any office can now see if the required item is available in other Signity locations if not at the point of sale, enabling them to capture more business.

Mr. Huber said, "Microsoft Navision is a strategic product in our planning. Previously we used different applications for logistics, finance and distribution – now we have Microsoft Navision to cover all functionality. Some manual processes were improved as we implemented the system, such as the integration with finance and the creation of reports. Our decision-making process is much faster now with consistent and accurate reporting and we have also reduced manual work such as data-entry by at least twenty percent".

"So far we have implemented Microsoft Navision in Thailand, Hong Kong, USA and Germany. Other sales offices will follow during the next months, and each will be organized in a similar way and will process their daily business with the same applications. Staff response has been very positive as they like the possibilities of the system," he added.

NaviWorld's Gilda Maria Aaen added: "The successful implementation at Signity's Thai office shows once again that Microsoft Navision, together with the deep industry expertise of NaviWorld, provides the perfect business solution for the Thai jewelry industry; complying with specific common demands, and yet unique for each company."

Mr. Huber continued: "Our goal is the integration of all Signity systems worldwide and eventually linking up with the businesses of key customers. Our target is to be completed over four years and we are about half-way through; we are on schedule and I am satisfied."

In the next few years, Mr. Huber sees "More customer related procurement and more integrated Customer Relationship Management. Microsoft Navision is a strategic software application for us and will play a major part in keeping us ahead in our market."

James Chan, Microsoft Business Solutions, Channel Manager, Thailand and North Asia, said: "Signity have selected not only the right software application for their business but they also have selected the right partner to implement this solution for the Thai office. Perfect co-ordination between the Signity HQ team, their local office in Thailand and NaviWorld has enabled the project to be completed on schedule and they are already reaping the benefits."

### About Microsoft® Business Solutions—Navision®

Microsoft Business Solutions—Navision (formerly Attain) builds and expands on the strong foundation of Microsoft Navision Financials (released in 1995), an established business management solution characterized by simplicity, ease of use and adaptability. Microsoft Navision is an integrated business management solution designed specifically for the unique needs of growing, small to medium-sized companies. The Microsoft Navision solution includes financial management, supply chain collaboration (including manufacturing and distribution), CRM (including marketing and sales and service management), and e-commerce. Microsoft Navision is available on Microsoft SQL Server and the Microsoft Navision Attain Database Server and runs on Windows®, IBM AIX and IBM I-Series.

*"Our decision making process is much faster now with consistent and accurate reporting and we have also reduced manual work such as data entry by at least twenty percent."*

**Joseph Huber,**  
Group Information Officer,  
Signity AG, Switzerland



*"This is a very good example for a Microsoft Navision international rollout: same application, same procedures, same reporting style and perfect inventory management between the head office and all the subsidiaries."*

**Mrs. Gilda Maria Aaen,**  
Director,  
NaviWorld (Thailand) Co. Ltd.

For more information:

Microsoft Business Solutions, a division of Microsoft, offers a wide range of integrated, end-to-end business applications and services designed to help small, midmarket and corporate businesses become more connected with customers, employees, partners and suppliers. Microsoft Business Solutions' applications optimize strategic business processes across financial management, analytics, human resources management, project management, customer relationship management, field service management, supply chain management, e-commerce, manufacturing and retail management. The applications are designed to provide insight to help customers achieve business success. More information about Microsoft Business Solutions can be found at <http://www.microsoft.com/BusinessSolutions/sea>.

For more information about Signity Thailand, please visit <http://www.signity.com>.

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